



What's the Buzz...

Social media sites are revolutionizing how businesses communicate. **Burns & Scalo Roofing** uses **Facebook** and **Twitter** to communicate with both customers and employees, allowing all three of us to stay connected to the other. Not only can followers learn what's happening with the company, but they can also learn some interesting things about The City of Pittsburgh and the world in general.



Burns & Scalo @BurnsScalo
One group's take on what it would take to make **#NYC** completely green and sustainable.



Scalo Solar @ScaloSolar
World's largest solar-powered bridge opens in London.



Burns & Scalo @BurnsScalo
Construction finally begins next month on the world's tallest tower.

Join the conversation!



and



us today!

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The Work Force

Employee and Company News for the Scalo Companies

Inside This Issue: A Trip Down Memory Lane • Benefit Info • Who Wore It Better? • Face to a Name: Bob Brown

Burns & Scalo Completes Acquisition of David Hood & Sons Roofing

Article contributed by: TJ Willets

Burns & Scalo is proud to announce the recent acquisition of **David Hood & Sons Roofing**. The transaction brings together two companies, both with a rich history and shared reputation of quality craftsmanship, unparalleled customer service, and positive growth.

For many consecutive years, Burns & Scalo has experienced exponential growth in commercial roofing service offerings; however, the size of our Residential Division has stayed relatively the same. The addition of David Hood Roofing to the Scalo family will help **expand our residential service area** into the East Hills of Pittsburgh and complement the growth trend of its commercial business unit.

"This exciting development will **create many positive opportunities** for both customers and employees of David Hood Roofing," said Burns & Scalo President, **Jack Scalo**. He adds, "I am confident that the synergies of both companies will create the atmosphere for David Hood to flourish for many more generations to come."

David Hood Roofing was established in 1924 and has built a strong reputation and loyal customer base. The company continues to thrive as it **celebrates its 90th Anniversary** in business. The Scalo Family is excited to join David Hood Roofing in celebrating this very exclusive accomplishment. The company's next chapter will be filled with unlimited potential and continued growth, and we look forward to celebrating its 100th Anniversary as David Hood Roofing.

With David Hood Roofing poised to grow within the East Hills of Pittsburgh, the **Burns & Scalo Residential** division has been making arrangements to **grow its market share and geographic footprint**. The sales and marketing teams have created a strategy to increase business in these target areas through increased advertising, the creative use of social media, and neighborhood canvassing. According to Vice President of Sales & Estimating, **Mark Heckathorne**, "We have worked very hard to grow Burns &

Scalo's commercial divisions." He adds, "But the Residential division is a very important part of our company, and we need to ensure that Burns & Scalo **stays on top** as the leading roofer for homeowners in Pittsburgh."

The acquisition of David Hood Roofing and growth strategies for Burns & Scalo Residential will help the Scalo Family of Companies as we get **back to the basics** and grow our residential market share in Pittsburgh.

Welcome, David Hood Roofing!

Ray Puza	Steve Chianese
Tom Welsh	Chris Gold
Mike Chismar	Justin LittleJohn

STAY HUMBLE ◆ STAY HUNGRY:

2014 Theme
Revealed at
Town Hall
Meeting

On April 9th, employees from all of **The Scalo Companies** gathered at Scalo headquarters for the first Town Hall meeting of the year.

As with every year, the executive team first discussed the good and bad of the previous year before moving onto the fu-

ture. And though the hard work every employee was seen in the overall success of 2013, each speaker made sure to emphasize the ideal that embodies the Scalo way: **good is great, but better is best**. And that belief is what lies behind the company's new mantra for 2014: **Stay Humble; Stay Hungry**.

The idea behind the first part of the motto—staying humble—is simple: a company that doesn't bother to look in the rearview mirror **cannot stay ahead of the game** for very long. By acknowledging that Burns & Scalo and its employees are never done learning, and by looking to competitors to gain that knowledge, the company can continue to remain where it belongs: at the top.

Our company is number one in the region. And that's where we want to stay. So we, as a company, can't relax, because the moment we do is the moment we lose our

2013 Award Winners

Foreman 5-3-1 Award:

Commercial: Dolores Rodriguez
Sheetmetal: Keith Petrie
Residential: Dan Smith
R/M: Oscar Medina
Ohio: Pablo Valdes

Field Support Award:

James Hahn

Project Manager Award:

Dave Janosco

Commercial Sales Award:

Derek Dennick

Residential Sales Award:

Jim Lewis

Golden Eagle Award:

Heather Maurer

President's Award:

Mike Carnahan

Ray Coulter Rookie of the Year Award:

Julie Booth

spot at the top. And that's why staying hungry is such an important factor for continued success. If a company remains hungry, they never grow complacent. They always look for ways to improve, and they're always looking for ways to be better.

Each and every plan for 2014 embodied both aspects of Burns & Scalo's new mantra, emphasizing this year's focus towards **learning from both past mistakes and from each other**. Whether the topic was continued focus on customer service initiatives, further embedding technology into company procedures, or providing current employees with the knowledge they need to succeed, the meaning behind each and every goal was clear: **never stop learning, and never stop changing**. Because that's the Scalo way.

